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## Goal One

<b>Original goal</b>	"Grow the email subscriber list by the end of September"
<b>SMART goal</b>	<i>After launch at the end of June, grow the email subscriber list by 6,000 people by the end of September (2,000/month).</i>

Question	Response
<b>What makes this goal specific?</b>	Increasing the email subscriber list by a specific amount will increase total number of conversions, which will support the business objective of increasing the overall customer base by 30% within a year of launch.
<b>What makes this goal measurable?</b>	Can quantify amount of subscribers and see increases.
<b>What makes this goal attainable?</b>	Market research suggests that 2,000 new subscribers per months a reasonable goal.
<b>What makes this goal relevant?</b>	35% of email subscribers have made a purchase, so increasing the total number of subscribers should increase the number of total purchases. This supports the overall business objective of increasing the active customer base by 30% within a year of launch.
<b>What makes this goal time-bound?</b>	Specifying the timeframe that we would like to see these improvements (by end of Sept).

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## Goal Two

<b>Original goal</b>	"Increase the monthly conversion rate"
<b>SMART goal</b>	<i>Increase the monthly conversion rate from 5% to 7% within six months of launch, and do this by segmenting our email marketing to</i>

	<i>customers who are interested but are priced out, and giving discounts to existing customers for referring friends and family.</i>
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Question	Response
<b>What makes this goal specific?</b>	Specifically outlines the conversion rate increase and how that will be achieved. Higher conversion rate = higher overall customer base.
<b>What makes this goal measurable?</b>	Can measure conversion rate and impact of email segmentation.
<b>What makes this goal attainable?</b>	Research shows that 7% is an achievable number for conversion rate.
<b>What makes this goal relevant?</b>	Supports the overall business goal of increasing the customer base by 30% within a year of launch by increasing the conversion rate.
<b>What makes this goal time-bound?</b>	Goal is to achieve this within six months of launch.

Meeting notes:

- The *For All* line will officially launch at the end of June, three months from today.
- The email subscriber list is currently about 100,000 people, and we currently add new subscribers at a rate of about 1,000 per month. There is high interest among target audiences, and market research indicates that 2,000 per month is a reasonable target.
- Only 35% of current email subscribers have ever made a purchase. Surveys indicate that the other 65% are interested in Feels Like Home's existing products, but the high price point has been the main obstacle to purchase.
- We estimate that a substantial number of new customers will come from our current subscriber list if we segment for the new product line.
- The average monthly conversion rate for email subscribers is currently 5%. Bringing that rate up to 7% per month within six months of launch will help us

reach our business goal. An increase of this size is in line with industry benchmarks.

- Segmenting our email list will help us reach the right subscribers and maximize conversions.
- Giving discounts to existing subscribers who refer friends or family members should help grow the email list. Social media and paid media specialists are also working to grow the list.